

## PARLIAMENT MENTHOL LIGHTS LAUNCH RESEARCH PROPOSAL

### Objectives:

- *To monitor Parliament Menthol Lights distribution during key launch/introductory months*
- *To measure Parliament Menthol Lights promotional and merchandising visibility at retail, creating a valid sample that will give an overall incidence of identified in-store conditions, projectable to the Region I pack outlet workload universe*
- *To build a demographic profile of Menthol smokers, with information on source of volume and cannibalization*
- *To monitor competitive activity and response during key launch/introductory months*
- *To correlate reported kit utilization with actual in-store placement*

### Current Measurement Tools:

In addition to utilizing existing Nielsen, CTS, MSA, STARS and SPACE data sources, we recommend fielding a custom research study which includes:

- *In-Store Merchandising Audits*

Development and execution of a custom research study offers these additional benefits:

- Increased flexibility and timing
- Increased presence in trade classes traditionally underrepresented in Nielsen reporting
- A supplemented store universe, including both STARS and SPACE data

2071741954